

## **ABSTRACT**

*This study aims to analyze the effect of income expectation, family environment, and education toward college student entrepreneurial interest in Faculty Economic and Bussiness, Undip. Using survey questionnaires data collection, the samples of this research are student entrepreneurial interest in Faculty Economic and Bussiness, Undip. Data used is primary data with collection method is through questionnaires. Technique data used is multiple regression. The result of this study are : (1) There is positive effect between income expectation and college student entrepreneurial interest in Faculty Economic and Bussiness, Undip. This means the higher income so will be the higher their interest to be entrepreneur. (2) There is positive effect between family environment and college student entrepreneurial interest in Faculty Economic and Bussiness, Undip. This means the higher effect of family so will be the higher their interest to be entrepreneur. (3) There is positive effect between education and college student entrepreneurial interest in Faculty Economic and Bussiness, Undip. This means the higher education level so will be the higher their interest to be entrepreneur.*

*Keywords: entrepreneurship, income, family, education, college student entrepreneurial interest.*